

Brazilian Keratin Treatment: A Guide

A popular hair smoothing treatment that helps to reduce frizz, add shine, and make hair more manageable.

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How does it work?

1 Keratin Bonds

The treatment uses a solution of keratin, a protein that's naturally found in hair.

3 Hair Transformation

This process helps to seal the hair cuticles, making the hair appear smoother and more manageable.

2 Heat Activation

Heat is applied to the hair to help the keratin penetrate the hair shaft, strengthening and smoothing the hair.

4 Long-Lasting Results

The effects of the treatment can last for several weeks or months, depending on your hair type and care routine.

TREATMENTS

Comparison Chart

FEATURES	REWIND ANTI-AGING HAIR TREATMENT	EXPRESS FRIZZ CONTROL	SHEER SMOOTH FRIZZ CONTROL
			
TARGETS	Maturing, chemically treated and mechanically compromised hair.	Regular coloring that cause dry and frizzy hair.	Curly, frizzy, unruly hair that is hard to manage.
WHAT IT DOES	Deep repair that improves hair damage by 10X. Immediate results.	Quick smoothing service that tames frizz, gives shine and cuts daily styling time.	Keratin treatment that repairs, straightens curls and removes frizz.
KEY FEATURES	Instant reversal of hair condition, corrects years of hair damage. No flat ironing.	Formaldehyde-free, odorless, no discomfort, lower price and commitment.	Gives you beautiful and manageable hair. No downtime after treatment.
THINGS TO NOTE	Can be done right after color to seal color. Perm/color is possible after service.	Best done after color to seal color. Wait 6 weeks before perm or color.	Chemical services can be done 7-14 days after. Color may fade 1-2 tones.

Benefits of Brazilian Keratin Treatment

Reduced Frizz

The treatment helps to smooth out the hair cuticles, which reduces frizz and flyaways.

Increased Shine

The keratin treatment adds shine and luster to the hair, making it appear healthier.

Easier Styling

Hair is more manageable and easier to style after a keratin treatment.

Preparing for the treatment



- 1 Hair Wash**

Wash your hair with a clarifying shampoo to remove any product buildup.
- 2 Hair Drying**

Dry your hair completely before the treatment is applied.
- 3 Consultation**

Have a consultation with a stylist to determine if the treatment is right for you and your hair type.

The treatment process



- 1
- 2
- 3

Application

The keratin solution is applied to the hair and left to sit for a certain amount of time.

Heat Styling

A flat iron is used to seal in the keratin and smooth the hair.

Final Rinse

The hair is rinsed and styled as desired.

Aftercare and maintenance

Sulfate-Free Shampoo

Use sulfate-free shampoos and conditioners to help maintain the results of the treatment.

Heat Protection

Use heat protectants before styling with heat tools.

Regular Maintenance

Touch-ups may be needed every few months to maintain the desired look and feel.

